XXXI

Smoking Survey

BALDWIN, N.Y.
CITIZEN
— W. 2,900 —
NEW YORK CITY METROPOLITAN AREA

AUG 1 1968

Cartoons Explain Folly of Smoking

A recent survey of 600 pupils attending the sixth grade in five Nassau County schools, indicated 75 per cent had experimented with cigarette smoking, according to Leo C. Kaye, executive director of the Nassau Tuberculosis and Respiratory Disease Associtaion.

As an aid to elementary school teachers in Nassau County, more than 100,000 animal cards, in a series of 28 cards emphasizing long term health hazards of cigarette smoking, anti-smoking literature and visual aids will be made available for use during the new school term.

In order to change the children's values regarding the social acceptability of smoking or to counteract imitating adult patterns, the animal cards attempt to expose smoking as undesirable behavior. "For instance," Kaye said, "the caption on the skunk cartoon is 'Cigarettes stink' and the duck states, 'Cigarettes are nothing to quack about'."

According to the United States Public Health Service, "People who smoke are more likely to die prematurely in their 40's or 50's of bronchitis or emphysema. What has previously been considered major indulgence is now known to be a major cause of disease and death."

Smoking Survey

ELMIRA, N.Y.
STAR GAZETTE
— D. 50,559 —
ELMIRA METROPOLITAN AREA

AUG 10 1968

Fewer Youngsters Taking Up Smoking Now, Survey Shows

A drastic reduction in the number of youngsters who tried smoking was reported this week in the third annual survey by the Chemung County Inter-Agency Council on hazards of Smoking.

The council, representing Chemung County Heart Chapter of the Southern Tier Heart Association, the Southern Tier Tuberculosis and Respiratory Disease Association, American Cancer Society and Parent Teacher Association, began its survey in 1966.

The council survey has questioned sixth, seventh, eighth and ninth graders. In 1966 and 1967 Elmira Heights and Horseheads students were questioned, but this year the expanded survey covered the Elmira and Elmira Heights and local parochial schools.

That first year it surveyed 629 pupils and found that 360 or 55 per cent had tried smoking. Last year, 72 per cent of the 629 questioned reported they had tried smoking.

This year, with the survey checking 3,755 youngsters, the percentage dropped to 52.6 per cent. However, of this total less than 1 per cent (178 or 0.4 per cent) considered themselves habitual smokers.

Most youngsters said they did not begin smoking until junior high school although 21.5 per cent said they first smoked by the time they were 10 years old.

The council report also noted an increase in the number of mothers and fathers who smoke, but a sharp drop in the number of brothers and sisters.

In the 1966 and 1967 surveys, 15 per cent said their mothers smoked, 47 per cent said their fathers smoked and 89 per cent said their brothers or sisters smoked.

Of the larger number surveyed this year, the council reported, 60 per cent said their mothers smoked and 69 per cent said their fathers smoked. In regard to others in the family, 15.4 per cent said they had sisters who smoked and 24.3 per cent said they had brothers who smoked.

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Source: https://www.industrydocuments.ucsf.edu/docs/jnnk0000